

## IN THE CLAIMS:

1. (Currently amended) An apparatus for gauging a dimension of an object, the apparatus comprising:

a wall having a generally flat front surface facing in a first direction and a peripheral edge;

spaced graduations on the wall relative to which a dimension of an object placed in front of the wall can be gauged;

a surface on the wall which reflects an image of an object located in front of the wall; and

~~at least one of i)~~ a depiction of at least one of a) an animate object; b) an inanimate object; and c) a scene; ~~ii) at least one word; iii) a design; and iv) a logo on the wall~~, in addition to the graduations, and viewable from in front of the wall in conjunction with the spaced graduations and a reflective image from the surface on the wall,

wherein the front surface has a first area and the ~~at least one of i)~~ a depiction of at least one of a) an animate object; b) an inanimate object; and c) a scene; ~~ii) at least one word; iii) a design; and iv) a logo~~ occupies only a part of the first area and a user can see his/her reflected image in a portion of the first area not occupied by the ~~at least one of i)~~ a depiction of at least one of a) an animate object; b) an inanimate object; and c) a scene; ~~ii) at least one word; iii) a design; and iv) a logo~~ in such a manner that the reflected image appears to the user to be integrated with the subject matter of the ~~at least one of i)~~ a depiction of at least one of a) an animate object; b) an inanimate object; and c) a scene; ~~ii) at least one word; iii) a design; and iv) a logo~~.

2. (Original) The apparatus for gauging the dimension of an object according to claim 1 wherein the wall has a length extending in a vertical direction and a width and the graduations allow gauging of the height of an object located in front of the wall.

3. (Original) The apparatus for gauging the dimension of an object according to claim 2 wherein the length of the wall is substantially greater than the width of the wall.

4. (Currently amended) The apparatus for gauging the dimension of an object according to claim 1 wherein the wall comprises a first layer having a front and rear and at least a portion of the ~~at least one of i)~~ a depiction of at least one of a) an animate object; b) an inanimate object; and c) a scene; ~~ii) at least one word; iii) a design; and iv) a logo~~ is applied to the rear of the first layer and viewable through the first layer at the front of the first layer.

5. (Original) The apparatus for gauging the dimension of an object according to claim 4 wherein the first layer comprises a clear plastic material.

6. (Currently amended) The apparatus for gauging the dimension of an object according to claim 5 wherein the first layer has a thickness between the front and rear of the first layer that is in the range of .04-.12 inches.

7. (Original) The apparatus for gauging the dimension of an object according to claim 4 wherein the rear of the first layer is coated with a first material that is viewable through the first layer and reflects an image of an object located in front of the first layer.

8. (Original) The apparatus for gauging the dimension of an object according to claim 7 wherein the first material comprises aluminum.

9. (Original) The apparatus for gauging the dimension of an object according to claim 7 wherein the first material comprises a metal material that is applied in a vacuum chamber.

10. (currently amended) The apparatus for gauging the dimension of an object according to claim 7 wherein the wall comprises a second layer applied at the rear of the first layer so that the first material and the ~~at least one of i) a depiction of at least one of~~ a) an animate object; b) an inanimate object; and c) a scene; ~~ii) at least one word; iii) a design; and iv) a logo~~ resides between the first and second layers.

11. (Original) The apparatus for gauging the dimension of an object according to claim 10 wherein the second layer has a front and rear and a thickness between the front and rear of the second layer that is in the range of .04-.12 inches.

12. (Original) The apparatus for gauging the dimension of an object according to claim 10 wherein the second layer comprises High Impact Polystyrene.

13. (Original) The apparatus for gauging the dimension of an object according to claim 10 wherein the second layer is secured to the first layer through a pressure sensitive adhesive.

14. (Original) The apparatus for gauging the dimension of an object according to claim 1 wherein the portion of the peripheral edge is formed through laser cutting.

15. (Original) The apparatus for gauging the dimension of an object according to claim 1 wherein the apparatus has a front and rear with a thickness between the front and rear of the apparatus and an areal extent and the apparatus has a substantially uniform thickness over substantially the entire areal extent of the apparatus.

16. (Original) The apparatus for gauging the dimension of an object according to claim 1 wherein the portion of the peripheral edge is non-straight.

17. (Original) The apparatus for gauging the dimension of an object according to claim 1 wherein the wall has a height and a width and first and second sides spaced in a widthwise direction and the portion for the peripheral edge on the first spaced side of the wall has a non-straight configuration over more than one-half the height of the wall at the first spaced side.

18. (Original) The apparatus for gauging the dimension of an object according to claim 1 wherein the wall has a nominally squared shape with four transverse edge portions and one of the transverse edge portions has a first length and a running length of the one transverse edge portion is substantially greater than the first length.

19. (Original) The apparatus for gauging the dimension of an object according to claim 1 wherein the at least portion of the peripheral edge has adjacent contiguous portions which extend generally along first and second transverse lines, the first and second lines defining an acute angle.

20. (Original) The apparatus for gauging the dimension of an object according to claim 1 wherein there is at least one opening through the wall, the opening fully surrounded and capable of receiving a fastener to facilitate mounting of the wall to a support.

21. (Cancelled)

22. (currently amended) The apparatus for gauging the dimension of an object according to claim 10 wherein a reflective coating is applied to the first layer over the ~~at least one of i) a depiction of at least one of a) an animate object; b) an inanimate object; and c) a scene; ii) at least one word; iii) a design; and iv) a logo~~ to allow an image of an object located in front of the wall to be viewable through the first layer.

23.-28. (cancelled)

29. (currently amended) The ~~method of forming an~~ apparatus for gauging a dimension of an object according to claim 1 wherein the wall is formed so that the shape of at least a portion of the peripheral edge is at least nominally matched in shape to a shape of at least a portion of the ~~at least one of i) a depiction of at least one of a) an~~ animate object; b) an inanimate object; and c) a scene; ~~ii) at least one word; iii) a design; and iv) a logo.~~

30. (currently amended) The ~~method of forming an~~ apparatus for gauging a dimension of an object according to claim 1 wherein the graduations are located at the portion of the first area not occupied by the ~~at least one of i) a depiction of at least one of~~ a) an animate object; b) an inanimate object; and c) a scene; ~~ii) at least one word; iii) a design; and iv) a logo.~~

31. (currently amended) The ~~method of forming an~~ apparatus for gauging a dimension of an object according to claim 1 wherein the ~~at least one of i) a depiction of at least one of a) an animate object; b) an inanimate object; and c) a scene; ii) at least one word; iii) a design; and iv) a logo~~ comprises an animal so that the user has a perception from the front of the apparatus that he/she is standing next to the animal.

32. (currently amended) The ~~method of forming an~~ apparatus for gauging a dimension of an object according to claim 1 wherein the ~~at least one of i) a depiction of at~~

least one of a) an animate object; b) an inanimate object; and c) a scene; ~~ii) at least one word; iii) a design; and iv) a logo~~ is at an edge of the portion of the first area so that the ~~at least one of~~ i) a depiction of at least one of a) an animate object; b) an inanimate object; and c) a scene; ~~ii) at least one word; iii) a design; and iv) a logo~~ frames/edges the portion of the first area.